

Appln No. 09/707,603

Amdt date December 31, 2003

Reply to Office action of July 31, 2003

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for incentive advertising, comprising:

receiving a viewer profile by an advertising server from a viewer browser via a communications link, the viewer profile including a viewer identification;

selecting advertising content based on the viewer profile by the advertising server;

β' sending the advertisement content by the advertising server to a viewer browser via the communications link for display to a the viewer by the viewer browser; and

recording the viewer identification by the advertising server for awarding an entry into a game of chance to the viewer as an advertising incentive.

2. (Canceled)

3. (Original) The method of Claim 1, wherein:

the viewer profile further includes advertising content viewing preferences of the viewer; and

selecting the advertising content is based on the advertising content viewing preferences of the viewer.

4. (Original) The method of Claim 1, wherein:

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the viewer profile further includes a physical location of the viewer; and

selecting the advertising content is based on the physical location of the viewer.

5. (Original) The method of Claim 1, wherein:

the viewer profile further includes a language preference; and

selecting the advertising content is based on the language preference of the viewer.

6. (Currently Amended) The method of Claim 1, the method further comprising:

receiving by the advertising server a desired viewer profile from an advertiser;

linking by the advertising server the desired viewer profile to a particular advertising content; and

selecting by the advertising server the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.

7. (Currently Amended) A method for incentive advertising, comprising:

sending a viewer profile by a viewer browser to an advertising server via a communications link, the viewer profile including a viewer identification of a viewer;

receiving advertising content by the viewer browser from the advertising server via the communications link,

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the advertising content selected by the advertising server
using the viewer profile;

displaying the advertising content by the viewer
browser to, ~~the advertising content selected based on the~~
~~viewer profile;~~ and

receiving by the viewer browser from the advertising
server an entry into a game of chance as an advertising
incentive for the viewer.

8. (Canceled)

9. (Original) The method of Claim 7, wherein:

the viewer profile further includes advertising
content viewing preferences of the viewer; and

selecting the advertising content is based on the
advertising content viewing preferences of the viewer.

10. (Original) The method of Claim 7, wherein:

the viewer profile further includes a physical
location of the viewer; and

selecting the advertising content is based on the
physical location of the viewer.

11. (Original) The method of Claim 7, wherein:

the viewer profile further includes a language
preference; and

selecting the advertising content is based on the
language preference of the viewer.

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12. (Original) The method of Claim 7, the method further comprising:

receiving a desired viewer profile by the advertising server from an advertiser;

linking by the advertising server the desired viewer profile to a particular advertising content; and

selecting by the advertising server the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.

401 13. (Currently Amended) A method for incentive advertising, comprising:

receiving a desired viewer profile by an advertising server from an advertiser;

linking by the advertising server the desired viewer profile to advertising content;

receiving a viewer profile by the advertising server from a viewer browser via communications link, the viewer profile including viewer identification, viewer advertising content viewing preferences, viewer language preference, and viewer physical location for a viewer;

selecting advertising content by the advertising server to send to the viewer upon matching the viewer profile to the desired viewer profile;

sending by the advertising server to the viewer browser via the communications link the advertisement content for display to the viewer; and

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recording by the advertising server the viewer identification for entry of the viewer into a game of chance as an advertising incentive.

14. (Currently Amended) A data processing system adapted for incentive advertising, comprising:

a processor; and

a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:

receiving a viewer profile, the viewer profile including a viewer identification of a viewer;

selecting advertising content based on the viewer profile;

sending the advertisement content for display to the viewer; and

recording the viewer identification for awarding an entry into a game of chance to the viewer as an advertising incentive.

15. (Canceled).

16. (Original) The data processing system of Claim 14, wherein:

the viewer profile further includes advertising content viewing preferences of the viewer; and

selecting the advertising content is based on the advertising content viewing preferences of the viewer.

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17. (Original) The data processing system of Claim 14, wherein:
the viewer profile further includes a physical location of the viewer; and
selecting the advertising content is based on the physical location of the viewer.
18. (Original) The data processing system of Claim 14, wherein:
the viewer profile further includes a language preference; and
selecting the advertising content is based on the language preference of the viewer.
19. (Original) The data processing system of Claim 14, the program instructions further including:
receiving a desired viewer profile from an advertiser;
linking the desired viewer profile to a particular advertising content; and
selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.
20. (Currently Amended) A data processing system adapted for incentive advertising, comprising:
a processor; and
a memory operably coupled to the processor and having program instructions stored therein, the processor being

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operable to execute the program instructions, the program instructions including:

receiving a desired viewer profile from an advertiser;

linking the desired viewer profile to advertising content;

receiving a viewer profile, the viewer profile including viewer identification, viewer advertising content viewing preferences, viewer language preference, and viewer physical location;

selecting advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile;

sending the advertisement content for display to the viewer; and

recording the viewer identification for entry into a game of chance as an advertising incentive.

21. (Previously Presented) The method of claim 1, wherein selecting advertising content further includes selecting advertising content based on a premium paid by an advertiser.

22. (Previously Presented) The method of claim 7, wherein displaying advertising content further includes selecting displaying content based on a premium paid by an advertiser.

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23. (Previously Presented) The method of claim 13, selecting advertising content further includes selecting advertising content based on a premium paid by an advertiser.

24. (Previously Presented) The data processing system of claim 14, wherein the program instructions for selecting advertising content further include selecting advertising content based on a premium paid by an advertiser.

25. (Previously Presented) The data processing system of claim 20, wherein the program instructions for selecting advertising content further include selecting advertising content based on a premium paid by an advertiser.
